
Powerful Business Presentations

This High Impact Business Presentations programme is designed for business professionals who have a grasp of the basic techniques and are looking to take their ability to a higher level of performance. Presentations are recorded on video and reviewed privately. Participants learn how to understand their audience and prepare effectively for whatever situation they may have to confront. Each participant is given confidential honest objective feedback on the true impact that they are creating and are coached for improved performance.

The programme is appropriate for people who need to enhance their professional image, anyone who presents at board level, people who want to become more persuasive and sell their ideas effectively, technical people who need to make complex ideas more clearly understood, anyone who must handle questions or respond to very pointed enquiries and teams from organisations that tender, short list and gain business based on final presentation.

Key Objectives:

- ◆ **Presentation Technique.** How to project a more professional image in strategic situations. Get a more consistent positive reaction from an audience. How to highlight key points/issues. Develop more ability to persuade others.
- ◆ **Clarity of Expression.** Develop clarity and concise expression. How to win the audience over. Break complex material down to its simplest form. Learn to illustrate and clarify points. How to organise the structure and flow of a presentation.
- ◆ **Personal Presence.** How to understand and capitalise on group dynamics. Learn how others perceive us. Using voice modulation, pacing, and tempo to maintain a high level of interest. Excite others to action. Project self-assurance.
- ◆ **Sell Ideas.** Learn strategy of presenting solutions. How to handle and diffuse challenging questions. Ways to ask for action/decision. Respond quickly and succinctly under pressure. Technique of dealing with an open antagonist whilst maintaining control.
- ◆ **Freedom of Expression.** Becoming more comfortable thinking on my feet. Say what I think without causing resentment. Add more excitement to my personality. Reduce intimidation. Disagree without being disagreeable.
- ◆ **Confidence & Attitude Control.** A greater belief in myself and my ability. Take control in pressurised situations. Minimise my apprehension through effective preparation and delivery. Become a more flexible communicator.

Programme Duration: Two consecutive days, 9.00 am –5.00 pm each day

Participants and their line manager are personally interviewed prior to the programme in order that specific and measurable behaviour and skill development objectives are documented. Feedback and ongoing evaluation is maintained throughout the project against the agreed development objectives. Post programme coaching and support is available.

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Programme Outline

- Creating the right image
- How to prepare effectively and structure your message
- Communicating your credibility
- Build powerful openings that capture peoples attention
- Know how to close and summarise with a variety of methods
- Communicating complex issues with clarity
- Using evidence to build credibility
- The strategy of selling an idea
- Thinking and responding under pressure
- Using visuals to support and enhance your message
- Adding power to PowerPoint
- Projecting your personality powerfully
- How to ensure you connect with your audiences key issues
- Projecting a message that gets action
- Using all your resources effectively, voice, expressions, gestures and body language
- How to use stories, analogies and examples to bring your message alive

